



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Antimicrobials Division (7510P)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

5813-112

Date of Issuance:

8/15/16

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Frozen

Name and Address of Registrant (include ZIP Code):

Tony Herber
 Agent for The Clorox Company
 Scientific & Regulatory Consultants, Inc.
 201 W. Van Buren Street
 Columbia City, IN 46725

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Demson Fuller, Product Manager 32
 Regulatory Management Branch II
 Antimicrobials Division (7510P)
 Office of Pesticide Programs

Date:

8/15/16

2. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.
3. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 5813-112."
4. Submit one copy of the final printed label for the record before you release the product for shipment.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 02/22/2016

If you have any questions, please contact Srinivas Gowda by phone at 703-308-6354, or via email at gowda.srinivas@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda J. Fuller, for".

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Frozen

**KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE.**

FIRST AID: IF IN EYES: Hold eye open and rise slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. **IF ON SKIN or CLOTHING:** Take off contaminated clothing. Rinse immediately with plenty of water for 15-20 minutes. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything to an unconscious person. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **CALL A POISON CONTROL CENTER OR DOCTOR IMMEDIATELY FOR TREATMENT ADVICE.**

See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:

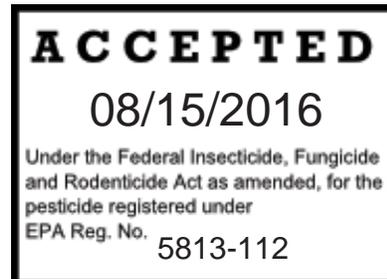
Sodium dichloroisocyanurate dihydrate14.85%

OTHER INGREDIENTS85.15%

TOTAL: 100.00%

(Yields 8.24% available chlorine)

NET CONTENTS _____



PRECAUTIONARY STATEMENTS: Hazards to humans and domestic animals.

DANGER: CORROSIVE.

Causes irreversible eye damage. Causes skin irritation. Harmful if swallowed, absorbed through the skin, or inhaled. Do not get in eyes, on skin, or on clothing. Avoid breathing dust. Wear safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything to an unconscious person. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for treatment advice. **NOTE TO PHYSICIAN:** Probable mucosal damage may contraindicate the use of gastric lavage.

(Household/Residential uses)

STORAGE AND DISPOSAL: Nonrefillable container. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

(Professional/Institutional Uses)

STORAGE AND DISPOSAL: Do not contaminate water, food or feed by storage or disposal.

[Pesticide] Storage: Store away from children. Reclose cap tightly after each use. Store this product upright in a cool, dry area, away from moisture to avoid deterioration. Nonrefillable container. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

[Pesticide] Disposal: Pesticide wastes may be hazardous. Improper disposal of excess pesticide is a violation of federal law. IF these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

Container Handling [or disposal]: Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Fill container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat procedure two more times.

Company Information

Satisfaction Guaranteed

Satisfaction Guaranteed! At Clorox, we have prided ourselves in making consistent quality bleach for [over] 100 years, and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below.

Clorox Customer Assistance (800) 292-2200

Any Questions? The experts at Clorox are standing by to answer any of your laundry or household cleaning questions.

“Clorox” and/or ***insert trademark*** is -or- are a registered trademark[s] of The Clorox Company.

[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®] -or- Visit us at www.clorox.com -or- www.cloroxhome.com. For more product ingredient information, visit IngredientsInside.com.

For [M]SDS information, please visit ***insert website***.

Questions [?-or- or] Comments? or Call [Toll Free] (888) 797-7225

-or- (800) 227-1860 -or- 1-800-292-2200 -or- ***insert toll free number***.

EPA Reg. No. 5813-XXX

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), IL-2 (VF); 58401-IL (AF), 71421-CAN (WE)

Beginning of batch code indicates Est. No.

Mfd. for & © YYYY The Clorox Company

1221 Broadway, Oakland, CA 94612

[Made in [the] U.S.A. [of global components -and/or- ingredients.]]

Environmental Considerations

- [This product] will not cause damage to septic and waste water systems [when used as directed.]
- Contains no phosphorus
- Does not contain phosphorus

Packaging Graphics/Icons (optional):



See how to use -or- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [***This Product***] -or- [how-to] tips -or- [how-to [-use]] videos] -or- Scan here [to learn how to use] -or- [to learn more] -or- [for simple -or- easy instructions]][(Data rates may apply)]

DIRECTIONS FOR USE

[WHERE TO USE: -or- WHERE DO I USE ***THIS PRODUCT?***]

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

[Always refer to manufacturer's care instructions before using on equipment -or- devices.]

All directions may be written in table form or in paragraph form.

	Cap Fill [Line]/ Product Amount	[Amount of] water	Instructions
[For] Disinfecting -or- To Disinfect Hard, Nonporous Surfaces			
Floors, Walls, Vinyl, Glazed Tiles -and/or- <i>Insert Relevant Use Site(s) from List 5</i>	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Mop or wipe with solution. Allow solution to contact surface for [at least] 10 minutes. For highly soiled surfaces, precleaning is required. [For surfaces that may come in contact with food, rinse with potable water and air dry.] [Wipe clean.] [Allow to air dry.]
Bathtubs -and/or- Showers -and/or- [Kitchen◇, ◇◇] Sinks -and/or- hard, nonporous baby furniture	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Wipe with bleach solution[. Allow solution to contact surface] for [at least] 10 minutes. For highly soiled surfaces, precleaning is required. [Rinse -or- wipe clean.] [Allow to air dry.]
Nonporous pet toys -and/or- accessories -or- pet areas	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Soak or wipe with bleach solution[. Allow solution to contact surface] for[at least] 10 minutes. For highly soiled surfaces, precleaning is required. [Rinse with potable water -or- wipe clean.] [Allow to air dry.]
Toilet Bowl	1.5 Tbsp	Toilet Bowl	Add crystals to toilet bowl. Stir to dissolve and wait [at least] 10 min[utes]. [Rinse measuring device with potable water.]
To Disinfect [, Clean and Deodorize] Hard Nonporous Surfaces [and Sinks]			
Hard, nonporous surfaces	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Mop or wipe surface with bleach solution. Allow solution to contact surface for [at least] 10 minutes. [For surfaces that may come in contact with food, rinse with potable water and air dry.] [For highly soiled surfaces, precleaning is required.]
[For] Sanitizing -or- To Sanitize Hard, Nonporous [non-food contact] Surfaces [, Clean and Deodorize]			
Hard, nonporous surfaces	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Allow solution to contact surface for [at least] 5 minutes. [For highly soiled surfaces, precleaning is required.]
Work Surfaces	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Wipe with bleach solution[. Allow solution to contact surface] for [at least] 5 minutes. For highly soiled surfaces, precleaning is required. [Rinse -or- wipe clean.] [Allow to air dry.]
Garbage Cans	Line 1 [2 Tbsp]	1 Gallon	Fill garbage can with 1 gallon water. Pour crystals into can and stir to dissolve. Brush inside with bleach solution and soak for [at least] 5 minutes. Let drain.
Pet [Food -and/or- Water] Bowls	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Soak for [at least] 5 minutes in bleach solution. Rinse and let air dry. For highly soiled surfaces, precleaning is required.

◇ nonfood contact areas

◇◇ hard, nonporous surfaces of

DIRECTIONS FOR USE *continued:*

To Clean and Sanitize Toilets			
Toilets	1.5 Tbsp	Toilet Bowl	Add crystals to toilet bowl. Stir to dissolve and wait [at least] 5 minutes. [Rinse measuring device with potable water.]
To Clean Bleachable Fabrics -or- [For] Laundry [Use] [Bleaching -and/or- Whitening -and/or- Stain Removal] -or- [To Bleach -and/or- Whiten -and/or- Remove Stains]			
Laundry -or- Bleachable Fabrics	Regular load: Line 2 [3 Tbsp] Extra-large or heavily soiled load: Line 2 twice [6 Tbsp]	Standard Machine or HE -or- High Efficiency Machine	HE and Standard Machines: Add detergent as directed. Add crystals directly to machine drum. DO NOT put in HE dispenser trays. For best results, add to drum 5 minutes after start of wash cycle. Crystals dissolve fully during the wash. -or- [1.] Sort laundry by color. [2.] Add detergent. [3.] Add clothes [,and start wash]. [4.] Measure 2 capfuls of crystals. [5.] Add crystals directly to machine drum. [For best results, add to drum 5 minutes after start of wash cycle.]
[For] Bleaching -and/or- Whitening -or- To Bleach -and/or- Whiten			
Wooden Surfaces	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Apply solution and let stand for [at least] 2 -or- 10 minutes, rinse [and air dry].
[For] Deodorizing -or- To Deodorize			
Garbage Cans	Line 1 [2 Tbsp]	1 Gallon	After washing and rinsing, fill garbage can with 1 gallon water. Pour crystals into can and stir to dissolve. Brush inside with bleach solution. Let drain.
Drains	Line 1 [2 Tbsp]	1 Gallon	Flush drain. Prepare 1 gallon of bleach solution, stir to dissolve, and pour into drain. Flush with hot water.
[For] Mold Stain and Mildew Stain Removal -or- To Remove Mold Stains and Mildew Stains			
Hard, nonporous Surfaces	Line 1 [2 Tbsp]	1 Gallon	Stir to dissolve. Wipe with bleach solution. [Rinse -or- wipe clean.] [Allow to air dry.] -or- Fill dosing cap to line 1. Add crystals to 1 gallon of water. Stir to dissolve. Wipe surface with bleach solution. [Rinse -or- wipe clean.] [Allow to air dry.]

Household Use:

[DO NOT USE ON NON-STAINLESS STEEL, ALUMINUM, SILVER OR CHIPPED ENAMEL.]

For prolonged use wear gloves.

Laundry Use:

Laundry Use: -or- For Laundry: -or- For Bleachable Fabrics:

[For] Standard & HE -or- High Efficiency Machines

Bleachable fabrics:

HE and Standard Machines: Add detergent as directed. Fill crystals dosing cap to line 2. Add crystals directly to machine drum. DO NOT put in HE dispenser trays. For extra-large or heavily soiled loads, use twice the dose. For best results, add to drum 5 minutes after start of wash cycle. Crystals dissolve fully during the wash.

[Avoid bleaching wool, silk, mohair, leather, spandex and non-fast colors.]

Whitening -and/or- Stain Removal:

1. Sort laundry by color.
2. Add detergent.
3. Add clothes[, and start wash].
4. Fill dosing cap with product up to Line 2 (3 Tbsp) [For best laundry results, add to wash 5 minutes after the wash cycle has begun.]

[For extra-large or heavily soiled loads, use twice the dose [(6 Tbsp)] [in a standard washer].]

[For HE Machines, follow HE machine usage instructions.]

Mold Stains and Mildew Stains Directions for Use:

For Use on Hard, Nonporous Surfaces [*insert item from List 3: Hard, Nonporous Surface Use Sites*]

[For] Mold stains and Mildew stains:

Use 2 Tbsp of this product per gallon of water -or- Fill dosing cap to line 1 with product and add to a gallon of water. Wash, wipe, or rinse items with water, then apply bleach solution.

Rinse and air dry.

[For] Mold Stain and Mildew Stain Removal -or- To Remove Mold Stains and Mildew Stains

Fill dosing cap to line 1 [(2 Tbsp)]. Add crystals to 1 gallon of water. Stir to dissolve. Wipe surface with bleach solution. [Rinse -or- wipe clean.]

[Allow to air dry.]

Disinfection Directions for Use continued:

[For] Disinfecting: -or- To disinfect hard, nonporous surfaces -or- [*insert item from List 3: Hard, Nonporous Use Sites*]:

Fill dosing cap with product to Line 1 and add to a gallon of water. Stir to dissolve. -or- Add 2 Tbsp of this product per gallon of water. Stir to dissolve. Apply disinfecting -or- bleach solution. Let stand 10 minutes. For highly soiled surfaces, precleaning is required.

Rinse [thoroughly -or- well] and air dry.

-or-

1. Fill dosing cap to Line 1 -or- Mix 2 Tbsp of this product per 1 gallon water
2. Apply, let stand 10 min. For highly soiled surfaces, precleaning is required.
3. Rinse, [and] air dry.

[To Disinfect [, Clean and Deodorize]] Hard, Nonporous Surfaces [and sinks]:

[To disinfect, clean and deodorize,] Fill dosing cap to line 1 [(2 Tbsp)]. Add crystals to 1 gallon of water. Stir to dissolve. Mop or wipe surface with bleach solution. Allow solution to contact surface for [at least] 10 minutes. [For surfaces that may come in contact with food, rinse with potable water [and air dry]. For highly soiled surfaces, precleaning is required.]

[For] Toilet[s] [Bowls]:

[To disinfect][,clean and deodorize,] Add 1.5 Tbsp of crystals to toilet bowl. Stir to dissolve and wait [at least] 10 minutes. [Rinse measuring device with potable water.]

[For] Potty Seats -or- Trainers:

Empty seat. Fill with 2 Tbsp of this product per gallon of water. Agitate to dissolve. Let stand 10 minutes. Rinse and air dry.

[For] Litter Boxes:

Remove litter. Wash box in soap and water. Fill with 2 Tbsp of this product per gallon of water. Let stand 10 minutes. Rinse and air dry.

Sanitization Directions for Use:

[To Sanitize [, Clean and Deodorize]] Hard, Nonporous Non-Food Contact Surfaces: -or- To Sanitize *insert item from List 3: Hard, Nonporous Use Sites*:

[To sanitize, clean and deodorize,] Fill dosing cap to line 1 [(2 Tbsp)]. Add crystals to 1 gallon of water. Stir to dissolve. Mop or wipe surface with bleach solution. Allow solution to contact surface for [at least] 5 minutes. [For highly soiled surfaces, precleaning is required.] [Rinse well and air dry.]

[For] Toilet[s] [Bowls]:

[To clean and sanitize,] Add 1.5 Tbsp of crystals to toilet bowl. Stir to dissolve and wait [at least] 5 minutes. [Rinse measuring device with potable water.]

List 1: Hard, Nonporous Surface Disinfection Organisms (10 minute contact time)	
Bacteria	ATCC and/or Strain number]
Community Associated Methicillin Resistant Staphylococcus aureus [CA-MRSA]	[NARSA NRS 123] [(Genotype USA 400)]
Escherichia coli O157:H7	[ATCC 35150]
Methicillin Resistant Staphylococcus aureus - [MRSA]	[ATCC 33592]
Pseudomonas aeruginosa	[ATCC 15442]
Salmonella enterica	[ATCC 10708]
Staphylococcus aureus	[ATCC 6538]
Viruses[‡] Non-Enveloped (10 minute contact time)	
‡Enterovirus EV D-68	[ATCC VR-561]
‡Feline Calicivirus, as surrogate for Norovirus -or- Norwalk Virus	[F-9 strain] [ATCC VR-782]
‡Rhinovirus type 37 [(a [common] cause of the common cold)]	[Strain 151-1, ATCC VR-1147]
Viruses[‡] Enveloped (10 minute contact time)	
‡Influenza A virus	[Hong Kong strain] [ATCC VR-544]
‡MERS-Coronavirus (MERS-CoV) [cause of Middle Eastern Respiratory Syndrome]	
Fungus (10 minute contact time)	
Trichophyton mentagrophytes [(a common cause of Athlete's Foot)]	[ATCC 9533]
List 2: Hard Surface Sanitization Organisms	
Hard, Nonporous, Non-food Contact Surface Sanitization Organisms (5 minute contact time)	
Enterobacter aerogenes	[ATCC 13048]
Staphylococcus aureus	[ATCC 6538]

List 3: Hard, Nonporous Surface Use Surfaces

Kitchen ◇, ◇◇:	Bathroom:	Outdoors:
Appliance exteriors	[Bath]tubs	Bike◇◇ -or- bicycle◇◇
Brushes	[Cat] litter boxes	External Surfaces of Barbeque[s] [grills]
Cabinet -or- drawer handles	Combs and brushes	Finished woodwork (decks, fences, arbors, trellises, benches, and patio furniture)
[Ceramic] glazed tile [floors or countertops]	Countertops	Flower pots -and/or- planters
Countertops	Faucets	Glazed Tile
External surfaces of Freezers	Floors	Golf balls -and/or- clubs
External Surfaces of Refrigerators	Glazed Porcelain	Outdoor siding◇◇
Faucets	Potty seats -or- trainers	Plastic patio furniture
Floors	Shower doors	Playground sets◇◇
Freezer Exteriors	Shower walls	Sealed Brick
Garbage cans	Showers	Sealed Driveways, walkways, and sidewalks
Garbage disposals	Sinks	Sealed Patio stone
Glass	Glazed Tile	Sealed Stucco
Latex enamel painted woodwork	Toilets [handles]	Sides of house◇◇
Linoleum	Urinals	Sports equipment
Lunchbox exteriors	Vinyl	Wading -or- kiddie pools ^Δ
Oven exteriors	Vinyl -or- PVC -or- Plastic Shower curtains	
Plastic laminate		
Refrigerator handles	Baby[’s] Nursery -and/or- Items:	Cars:
[behind and under] Sinks◇◇◇	Baby Bathtubs	Dashboard
Solid surface -or- sealed granite countertops	Bumpers	Door handles
Stove exteriors	Changing tables	Steering wheel
Stovetops	Diaper pails	
Trash cans	Hard, nonporous toys [‡]	
Trash compactors	Painted cribs	
Vinyl	Plastic mattress covers	
Walls	Playpens	
Work surfaces	Restaurant High Chairs	

◇ nonfood contact areas

◇◇◇ hard, nonporous surfaces of

Δ empty pools, not for sanitizing the pool water

‡ A potable water rinse is required

List 4: Use Sites -or- Locations:

For Use In: -or- This product can be used on hard, nonporous surfaces in ***(Enter site(s) or location(s) from List 7)***

Airplanes	Kennels	Shopping Carts
[All] Around the House◇◇◇	Kitchens◇, ◇◇◇	Sick Rooms
Ambulances	Laboratories	Spas
Animal Care Facilities -or- Hospitals	Laundry [Rooms]	Sports Facilities
Animal Husbandry	Locker Room Facilities	Storage Areas
Attics	[Manicure] [Pedicure] Salons	Stores
Automobiles -or- Cars	Medical Clinics -or- Offices	Timeshares
Bathrooms	Military Installations	Toilet Areas
Cafeterias◇	Movie Theaters	Universities
Casinos	Nurseries	Veterinary Offices -or- Premises
Churches	Nursing Homes	Work places -or- Environments -or- Areas
Classrooms	Office Buildings -or- Places -or- Areas	
Countertops	Offices	
Closets	Patient Rooms	
Day Care [Centers]	Pet Kennels	
Diners◇	Physicians' -or- Pediatricians' Offices	
Dorms	Play -or- Common Areas	
Eating establishments◇	Playgrounds	
Elder Care Center	Playrooms	
[Emergency] Waiting Rooms	Pools ^Δ	
Gyms	[Public] Restrooms	
Health Clubs	Public Transportation	
Homes	Resorts	
Hotels -or- Motels -or- Condominiums	Restaurants◇	
House[hold]s	School Buses	
Household Premises	Schools	
Households	Shelters	

◇ nonfood contact areas

◇◇◇ hard, nonporous surfaces of

Δ empty pools, not for sanitizing the pool water

Sanitizing/Disinfecting:

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- 3-in-1: Cleans, whitens, and disinfects
- 5-in-1: cleans, disinfects, whitens, brightens [and] removes odors
- Antibacterial
- Antifungal
- Bactericide
- Bactericidal
- Brightens, whitens & deodorizes
- Can be used to disinfect your pet's accessories and nonporous toys[‡]
- Can be used to clean your baby's laundry -and/or clothes
- Clean as it disinfects in one step
- Clean[s] away -or- out and [Kill[s]] [Eliminate[s]] [Destroy[s]] [Remove[s]] [Wipe[s] away -or- out] [Attack[s]] [Get[s] rid of] [99.9% of] [the] bacteria -and/or- germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] -and/or- viruses[‡] [commonly found in ***insert site or location from List 4***] [areas] [environments]].
- Cleans and Disinfects
- Concentrated disinfecting ingredients [in every crystal]
- Disinfect -and/or- Deodorize -and/or- Kill [99.9% of] Germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] on -or- in ***insert surface or site from list 3 or 4***
- Disinfect for a Clorox® [bleach] clean
- Disinfectant
- Disinfectant that activates when mixed with water
- Disinfectant that only starts working when you want it to [for worry-free cleaning]
- Disinfecting
- Disinfect[ing] [for] [the] [your] entire home
- Disinfects
- Disinfects [your] home
- Disinfects and deodorizes by killing [most] germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] and their odors
- Disinfect[s] -and/or- kill[s] [99.9% of] germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] with only one dose
- Disinfects -and/or- Sanitizes -and/or- Deodorizes -and/or- Eliminates Odors -and/or- cleans [around the house◇◇◇]
- [Disinfects -and/or- Sanitizes] [, Eliminates Mildew Stains] And Deodorizes
- Disinfects ***insert site or location from List 4***
- Disinfects hard, nonporous surfaces against ***insert organism from List 1***
- Disinfects pet areas, accessories and nonporous toys[‡]
- Disinfects pet kennels -and/or- litter boxes -and/or- floors.
- Disinfects your home◇◇◇ -and/or- kitchen◇, ◇◇◇ -and/or- bathroom -and/or- garage- and/or- sink -and/or- tub -and/or- toilet
- Eliminates germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] -and/or- bacteria -and/or- fungi
- Eliminates odor-causing bacteria
- Eliminates odor causing bacteria and prevents the build-up of odors in your [HE] laundry machine
- Eliminates Odors, Whitens and -or- & Disinfects
- [Fight[s]] [Kill[s]] [Effective] [against] ***insert organism from List 1***
- [Fight[s]] [Stop[s]] [Kill[s]] [Eliminate[s]] [Destroy[s]] [Remove[s]] [Wipe[s] away -or- out] [Attack[s]] [Get[s] rid of] [99.9% of] [the] germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] -and/or- bacteria -and/or- viruses[‡] [that [can] cause [the] [common] cold[†††] -and/or- flu[††††]] [in your ***insert site or location from List 4***] [area] [environment]].
- Fungicidal -or- Fungicide
- Germicidal -or- Germicide
- Germicide & Disinfectant
- Gets Rid Of Germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] -and/or- Dirt
- Helps prevent the spread of [the] cold and -or- & flu viruses^{††} [on hard, nonporous surfaces] [in your home -or- office]
- [Helps] Eliminate[s] -or- Reduce[s] odor [causing bacteria] [from your [HE] machine].
- [Helps] Prevent[s] [the] build-up of odor-causing bacteria [in your machine].
- Inexpensive and effective business place disinfectant
- ***Insert ABN*** start [working] [disinfecting] when mixed with water
- Kills [99.9% of] [common household] germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] -or- bacteria
- Kill[s] [99.9% of] bacteria on the hard, nonporous surfaces you[r kids] touch every day
- Kills [99.9% of] flu virus§
- Kills 99.9% of germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] around your home
- Kills [99.9% of] [household] viruses that cause colds and the flu: Rhinovirus and Influenza A virus
- Kills [99.9% of] ***insert organism from List 1*** [on ***insert surface from List 3***] [in ***insert site or location from List 4***]
- Kills 99.9% of ***insert organisms from list 1 or 2***
- Kills [99.9% of] [many] germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] -and/or- bacteria
- Kills [99.9% of] hard, nonporous surface germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] and bacteria¥¥

†† Rhinovirus [Type 37] and Influenza A virus

††† Rhinovirus [type 37]

†††† Influenza A virus

§§ Staphylococcus aureus, Salmonella enterica, Escherichia coli O157:H7 and Influenza A virus. -or- ***insert any virus from List 1 instead of Influenza A virus***

¥¥ ***insert organism from List 1***

§ Influenza A virus

‡ A potable water rinse is required

◇ nonfood contact areas

◇◇◇ hard, nonporous surfaces of

Sanitizing/Disinfecting continued:

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Kills [99.9% of] [the] cold -and/or- flu virus[es]††
 - Kills [99.9% of] [the] germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] [around your home◇◇◇ -or- house◇◇◇]
 - Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces [99.9% of] [the] bacteria -and/or- germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] - and/or- virus[es]‡ [commonly] found in -or- on [the] ***insert surface or site from List 3 or List 4***
 - Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of -and/or- reduces [99.9% of] [the] ***insert organism from list 1*** [commonly] found in -or- on ***insert surface or site from List 3 or List 4***
 - Kills bacteria on hard, nonporous surfaces
 - Kills cold and -or- & flu viruses††
 - Kills viruses‡, disinfects & deodorizes
 - Removes mold stains and mildew stains
 - Remove[s] bacteria from your children's hard, nonporous toys‡
 - Sanitizer
 - Sanitizes
 - Sanitizes garbage -or- trash cans
 - Sanitizes hard, nonporous non-food contact surfaces against ***insert organism from List 2***
 - Sanitize your home◇◇◇ -and/or- kitchen◇, ◇◇◇ -and/or- bathroom
 - Sanitizing
 - The solution for your business' [disinfecting] -and/or- [cleaning] needs
 - [This holiday season,] don't forget to disinfect -or- clean your ***insert surface from List 3*** [with a solution of bleach]
 - [This holiday season,] don't forget to sanitize -or- clean your ***insert surface from List 3 or List 4*** [with a solution of bleach]
 - [***This Product***] Removes the dirt -and/or- stains you see and the germs[§§ ***The qualifier §§ will only be used if we do not list Trichophyton mentagrophytes on the label***] you don't see
 - [***This Product***] Whiten[s]. -and/or- Remove[s] Stains. -and/or- Clean[s] -and/or- Disinfect[s].
 - Virucidal -or- Virucide
 - Water-activated [disinfecting] crystals only start working when you want them to
 - Water-activated solid [bleach] [disinfectant]
 - Whitens, deodorizes, and -or- & disinfects
- §§ Staphylococcus aureus, Salmonella enterica, Escherichia coli O157:H7 and Influenza A virus. ***-or- insert any virus from List 1 instead of Influenza A virus***
- ◇ nonfood contact areas
◇◇◇ hard, nonporous surfaces of

General/Cleaning/Stain Removal/Deodorizing Claims:

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- #1 bleach [brand] in America
 - 2 in 1 solution for cleaning and laundry
 - 2-in-1 laundry and cleaning
 - [3-in-1 clean] [3x clean]: Cleans -and/or- whitens -and/or- removes stains -and/or- deodorizes
 - A classic -or- essential cleaner -or- cleaning product
 - Add ***This Product*** to your detergent and get more pristine whites
 - Advanced whitening technology
 - All-in-one cleaning and laundry solution
 - All you need is 3 Tbsp -or- tablespoons for your laundry needs!*
 - Better control*
 - Bleach crystals for easy, [cleaning] [and] [laundry] [and] [whitening] [and] [stain removal]
 - Bleach has never been easier to use!*
 - Bleach Works
 - Bleaches Out Tough Stains
 - Boosts Cold Water Cleaning -or- Washing Power
 - Boost Laundry Cleaning Power
 - Boosts the performance of your HE -or- High Efficiency machine
 - Brighten[s] Laundry [Whites]
 - Brightens whites
 - Cleans [Deodorizes,] [and][,] Whitens [and][,] [Brightens] [and Works in Cold Water][!]
 - Cleans -and/or- Deodorizes [Around The House]
 - Clean[s] White[s]
 - Cleanses -and/or- whitens [the clothes]
 - Cleaning booster [even] in -or- on cold water washing
 - Cold Water Booster
 - Commercial -and/or- Institutional Use
 - Compact packaging, easy to carry & store
 - [Compatible] For Use In High Efficiency -or- HE [Washing] Machines
 - Confidence of a Clorox clean
 - Concentrated bleach crystals
 - Deep powerful cleaning [action]
 - Delivers great results in cold water [so that you don't need to wash in warm water, saving you money every year]
 - Delivers great results when you use with your machine's cold water setting
 - Deodorizer
 - Deodorize[s]
 - Deodorizing
 - Detergent alone is not enough [to get out your toughest stains]
 - Dissolves completely in water
 - Dry bleach crystals
 - Easy to use [bleach] crystals
 - Easy way to get whiter whites
 - Easy -or- easier to handle -and/or- use -and/or- carry -and/or- pour -and/or- store -and/or- control [bottle][*] ***note to reviewer: qualifier to be used with "easier"***
 - Easier way to get whiter whites*
 - Eliminates -or- fights odors
 - Eliminates -or- Removes Odors
 - For Standard and HE -or- High Efficiency machines
 - For Cold Washing
 - For A Clean[er], Fresh[er] Household [& -or- and] Laundry
 - For [HE] [Front loading] Washing Machines
 - For odor-free laundry
 - For [Use in] Standard -and/or- Top Load -and/or- HE -and/or- Front Load [Washing] Machines
 - Formulated for -or- Safe to use on baby's white clothes
 - [Free[!]] Dosing Cup[!]
 - Free of dyes and perfumes -or- Dye [and perfume][]-free
 - Freshens
 - Gets Even Your Dirtiest Clothes White
 - Great For Cold Water [Cleaning]
 - Get whitening -or- stain removal with ease
 - Get[s] whites their whitest
 - Gives you the [cleanest] [whitest] whites in standard and HE -or- High Efficient Machines
 - [Great around the home!] [For cleaning and laundry!]
 - Great for [indoor] [and] [outdoor] Cleaning [and] [Laundry!]
 - Great [for use] around the home -and/or- laundry room
 - [Great] for [the] school[s] -and/or- classroom[s] -and/or- work -and/or- [the] office
 - Great for use around the home -and/or- workplace -and/or- laundry room
 - [Great -or- Perfect -or- Effective] for cleaning up after your pets -or- dog[s] -or- cat[s] -or- puppy -or- kitten
 - Great Value
 - In-wash booster
 - Keep [a bottle of] ***This Product*** in your kitchen◇, ◇◇ [-and/or- [your] bathroom]
 - Keeps clothes whiter [longer]
 - Keeps whites brighter [longer]
 - Keeps your whites beautiful
 - [It's] Clorox clean
 - Laundry Looks -and/or- Smells Clean
 - Limited time [offering]
 - More cleaning -and/or- whitening -and/or- stain removal power per use.***
 - More uses vs -or- than 64oz liquid bleach bottle
 - [My] Clorox [bleach] is [even] more practical to use*
 - New Look -or- Presentation
 - No spilling
 - No splashing
 - Powerful Cleaning Action
 - Proudly [Made] [Assembled] [Manufactured] in [The USA] [North America] [The United States]
 - Removes [X%] [X times] more stains***
 - Remove[s] dirt
 - Removes mold stains and mildew stains
 - Removes [old] [set-in] stains
 - Removes stains -and/or- mildew stains
 - Removes the buildup in [HE] or [High Efficiency] machines
 - Removes [Tough] Stains [better than detergent alone] [and whitens whites]
 - Removes [tough] stains to get [your] whitest whites
 - Remove[s] what detergent can -or- may leave behind
 - Renews whites
- * vs. -or- compared to [previous] Clorox® Regular-Bleach [EPA Reg. No. 5813-50]
 **[in an] HE washer[s] -or- [machine[s]]
 ***[Vs. 64 oz. CLB]
 ◇ nonfood contact areas
 ◇◇◇ hard, nonporous surfaces of

General/Cleaning/Stain Removal/Deodorizing Claims continued:

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Rids -or- Gets Rid of hard to remove stains [better than detergent alone]
- Satisfaction Guaranteed [1-800-292-2200]
- Save money by using [***This Product***] to make your clothes last longer [by removing stains]
- Solid bleach for easy [cleaning], [and] [and] [laundry] [and] [whitening] [and] [stain removal]
- Solid bleach - so easy!
- Solid forms [mean] [:] [-] no spilling or splashing
- Sparkling White[s]
- Stain dissolving technology -or- Dissolves stains
- Stain-removing power
- Starts working when you want it to
- Takes less space in your cupboard*
- The bleach brand used by [***X***] [million] moms [for ***X*** generations] [for [over] 100 -or- one hundred years] [since 1913]
- [The] cleaning -and/or- whitening power you want [when you need it]
- The confidence of a Clorox clean
- [The] household essential
- [The] smart[er] way to clean -or- do laundry
- The stain remover for whites
- [***This Product***,] a clean you can smell
- [***This Product***,] an essential household item
- [***This Product***] doesn't need hot water to work
- [***This Product***,] essential for your disaster preparedness box -or- checklist -or- kit
- ***This Product*** Gets Even Your Dirtiest Clothes White
- [***This Product***] gives you tough stain removal and easy whitening
- [***This Product***] gives you whitening with ease -or- pouring with ease -or- controlled whitening -or- whitening without effort
- [***This Product***,] keep a bottle in the kitchen◇, ◇◇◇ -and/or- bathroom
- [***This Product***] lets you use cold water which requires no extra energy
- [***This Product***] makes cleaning easy
- [***This Product*** has] concentrated whitening power [in an easy-to-handle bottle]
- [***This Product***,] useful in so many ways
- Tough stain fighting power
- Use [***This product***] and see the difference [in -or- on your clothes -or- whites -or- stains][*], [**]
- Use [***This product***] and see the difference [in -or- on your clothes -or- whites -or- stains] [in [an] HE washer[s] -or- machine[s]][*], [**]
- Use [***This product***] for a clean made easy
- Use [***This product***] for a Clorox clean
- Use [***This product***] for whitest whites
- Use [***This product***] -or- Clorox Bleach for pristine whites
- [Use] ***This Product*** [to] [effectively] remove[s] [juice] [berries] [ketchup] [mud] [dirt] [grass] [coffee] [red wine] [spaghetti] [mustard] [tea] stains!
- Using ***This Product*** -or- bleach is easier than ever*
- [Value] [Size] [2 -or- 3 -or- 4] Pack
- [Versatile] Multi-purpose cleaner
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on ***insert product name***]
- Water activated [Crystals]
- Water-activated solid bleach – no spilling or splashing!
- Water[-]activated [solid] bleach only start[s] working when you want it -or- them to [for worry-free cleaning]
- [Water[-]activated] [solid] [bleach] [crystals]] For [convenient] [,] [and] [easy] [easy to control] [easy to use] [versatile] [cleaning] [,] [and] [laundry] [,] [and] [stain removal] [,] [and] [whitening]
- White [Brite] [Bright]
- Whitening -and/or- cleaning made easy
- Whitening your whites has never been easier*
- Whitens and brightens
- Whitens -and/or- removes stains even in -or- on cold water [washing]
- Whitens better than detergent alone [and is easy to pour]
- Whitens [Bleachable Fabrics]
- Whitens, deodorizes & removes stains
- Whitens [whites] [and removes stains]
- Whitens whites by removing [tough] stains
- Works [Even] In Cold Water!
- Works in your maintenance cycle [too]
- Works on -or- helps remove 99% of everyday stains
- Works only when you want it to

* vs. -or- compared to [previous] Clorox® Regular-Bleach [EPA Reg. No. 5813-50]

**[in [an] HE washer[s] -or- [machine[s]]

◇ nonfood contact areas

◇◇◇ hard, nonporous surfaces of

Packaging Claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- [Bleach has never been] easy -or- easier to store -and/or- pour -and/or- handle
- Easy -or- easier to use!*,◇◇
- Easy [-] to [-] handle [bottle]
- Lightweight bottle!
- New bottle design
- New spout, new pour
- Newly designed bottle allows for easy
- Newly designed bottle allows for true-grip
- Newly designed bottle pours like never before
- Pour [***This Product***] with confidence
- [***This Product***] has a [newly designed bottle -and/or- handle for] better control [than before]*
- * vs. -or- compared to [previous] Clorox® Regular-Bleach [EPA Reg. No. 5813-50]
- ◇◇ Splash[es] less and is easy -or- easier to pour

Closure Directions for Use:

to be molded into the Child-Resistant Cap

Squeeze -or- Press -or- Pinch -or- Push -or- Depress -or- Grasp -or- Force -or- Pressure -or- Crush [Sides] and -or- & Lift [Up] -or- Pull [Up] -or- Raise [Up] -or- Tilt [Up] -or- Pick Up -or- Elevate

-or-

Push -or- Thrust -or- Drive -or- Ram -or- Move -or- Force and -or- & Twist -or- Wind -or- Coil -or- Curl -or- Twirl -or- Bend -or- Rotate -or- Turn

Close Tightly

While Pushing Down Turn

Cross-promotion Claims:

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- For colors, use/try Clorox2 Stain Fighter & Color Booster. It removes the toughest stains better than detergent alone!
- Learn more at www.clorox.com
- Learn more at www.clorox2.com
- Removes stains and brightens colors!
- Try Clorox2 Stain Fighter & Color Booster, a color-safe way to lose the stains, not the fun!
- Try Clorox2 Stain Fighter & Color Booster. It's bleach-free/chlorine-free and safe on colors!
- Try Clorox2 Stain Fighter & Color Booster to remove the toughest stains better than detergent alone!